

Virginia Workforce Council
James Monroe State Office Bldg, Richmond

January 7, 2010

Committee Meetings

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|--|--------------------|--|
| I. Communications Committee | 9:30 – 10:00 a.m. | 17B Conference Room |
| II. Performance and Accountability
/Strategic Planning Committees | 10:00 – 11:30 a.m. | Godwin-Hamel Board Room,
15 th Floor |
| III. Business Services Committee | 10:00 – 11:30 a.m. | AVR Conf. Room, 14 th Floor |
| IV. Workforce Services Committee | 10:00 – 11:30 a.m. | 17 Main Conference Room |

<u>Break:</u>	11:30 – 12:00 a.m.	Godwin-Hamel Board Room
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<u>Full Council Business Meeting</u>	12:00 – 3:00 p.m.	Virginia Dept. of Education
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Department of Education Board Room, 22nd Floor

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| I. Call to Order | Chairman |
| II. Welcome | |
| III. Roll Call | |
| IV. Approval of October 2009 minutes | |
| V. Public Comment Period | |
| VI. Chairman's Report | Dr. Robert Leber |
| VII. Chancellor Update | Dr. Glenn DuBois |
| VIII. Governor's Update | Daniel LeBlanc |
| IX. New Business | |
| a. Workforce & Economic Recovery: A Capitol View | The Honorable Bobby Scott,
Congressman, 3 rd District |
| X. Committee Reports | |
| a. Performance & Accountability/Strategic Planning | Huey Battle/Mark Dreyfus |

Information Only:

- i. PY 2008 Incentive Awards Process
- ii. Workforce Resources Report
- iii. U.S. Department of Labor Waiver Approvals

b. Workforce Services

Rita Ricks

Action:

- i. One-Stop Service Delivery System Policy Revision

Information Only:

- ii. General Educational Development Outcomes in Local Workforce Areas
- iii. One-Stop Staff Certification Report

c. Business Services

Robin Sullenberger

Information Only:

- i. Manufacturing Career Coaches
- ii. American Recovery & Reinvestment Act (ARRA) 2009 Competitive Grant for Green Jobs
- iii. State Board of Education Academic & Career Plans
- iv. 2008-2009 VCCS Nursing Report
- v. VCCS Advanced Manufacturing Skills Project
- vi. Update on Career Readiness Certificate Program

d. Communications

Hiawatha Nicely

Information Only

- i. Marketing the Virtual One Stop & Employment Guides

XI. Old Business:

- a. Ex-offender Challenges to Employment
Panel discussion participants:
Gwynne Cunningham, Virginia Department of Correctional Education
Sam Abed, Virginia Department of Juvenile Justice
Rodney White, Consumer Advocate

XII. Announcements:

- a. NAWB Forum
- b. Statement of Economic Interest/Conflict of Interest

XIII. **Next meeting:** June 2010

XIV. Adjourn

**VIRGINIA WORKFORCE COUNCIL
BUSINESS MEETING MINUTES**

Agenda Item [IV]

October 14, 2009

**Roanoke Higher Education Center-Claude Moore Education Complex
109 N. Henry Street.
Roanoke, Virginia 24016**

The Virginia Workforce Council meeting convened at 12:30 p.m. on Wednesday, October 14, 2009 in the Roanoke Higher Education Center- Claude Moore Education Complex, located at 109 North Henry Street, Roanoke, Virginia.

Members Present:

Daniel G. LeBlanc, Senior Advisor to the Governor for Workforce
Robert P. Leber, Chair
Mark Dreyfus, Vice-Chair
Huey Battle
Delegate Kathy Byron
Dr. Glenn DuBois, Chancellor, Virginia's Community College System
Rick Gonzales
Hugh Keogh
James Leaman
James McClain
Hiawatha Nicely, Jr.
Doyle Rasnick
Rita Ricks
Toney Rigali
D. Robin Sullenberger
James Underwood
Brett Vassey
Andrea Wooten

Members Absent:

Elwood Boone
Roozbeh Dadabhoy
Commissioner Dolores Esser
Secretary Patrick Gottschalk
Delegate Clarke Hogan
Mayor Linda Johnson
Senator A. Donald McEachin
Guillermo Meneses
Senator Yvonne B. Miller
Secretary Thomas Morris
Secretary Marilyn Tavenner

CALL TO ORDER

Dr. Robert P. Leber, Chair

Dr. Leber called the meeting to order and welcomed the public.

Dr. Leber introduced Dr. Thomas McKeon, Executive Director of the Roanoke Higher Education Center (RHEC). Dr. McKeon welcomed the Council on behalf of the Roanoke Higher Education Center and the City of Roanoke. Dr. McKeon shared the history of the Roanoke Higher Education Center from its inception in August 2000 to the newly dedicated Claude Moore Education Complex in June 2008. He acknowledged the continuous expansion of program services with more than 200 programs and support for workforce development initiatives that provide training, and broaden life learning and enrichment. Chair Leber thanked Dr. McKeon and Roanoke Higher Education Center's staff for their hospitality and services extended to the Virginia Workforce Council and meeting attendees. Chair Leber also acknowledged Kim Moore, Manager and the Roanoke Workforce Center staff for hosting a tour at the Workforce Center for members of the Council and staff.

Chair Leber commended members of the Council and their commitment to the public service provided through their service to Workforce. He recognized Hugh Keogh, President, Virginia Chamber of Commerce and acknowledged his ending tenure as a member of the Virginia Workforce Council.

ROLL CALL

Jean Thomas-Banks

Ms. Thomas-Banks called the roll and confirmed the quorum.

MINUTES

- ◇ Action recommended: Approval of the minutes for the June 10, 2009 meeting.
The Council approved the minutes as submitted.

PUBLIC COMMENTS

Chair Leber welcomed Sharon L. Harrup, CEO, STEPS, Inc. "*Where a Job can Change a Life*", and recognized October as Disability Awareness Month.

Ms. Harrup presented to the Council services of STEPS, Inc., which is a not-for-profit *Employment Services Organization* (ESOs) that offers transitional or supported employment services to Virginians with disabilities. The Code of Virginia refers to these business entities as Sheltered Workshops. The vast majority of these organizations are nationally accredited through the Commission on Accreditation of Rehabilitation Facilities (CARF).

Ms. Harrup addressed the Council to bring awareness of the status of unemployment among Virginians with disabilities to the attention of the Council and the Virginia Community College System in an effort to secure the support of the Council. Ms. Harrup asked for the support of the Council in addressing the disparity among the number of individuals that are employed with disabilities. She further stated the organization focuses on job training for individuals with disabilities which will lead to an employment outcome. The mission of STEPS, Inc. is to establish work and/or life opportunities and economic resources for underserved individuals by providing job training and creating collaborative partnerships with public and private companies in high growth industry clusters to eliminate workforce disparities and to strengthen Virginia's position on employing all persons, including those with disabilities.

Ms. Harrup acknowledged Executive Orders 101 (2005) and 33 (2006) and the administration of Governors Warner and Kaine to correct past cultural and economic disparities, although probably an unintended consequence, overlooking the expanding opportunities to Virginians with disabilities. The initiative recommended is to secure access for Employment Services Organizations (ESOs) and allow the same access as provided in the Executive Order 33 (SwAM) to be extended to ESOs. This would be a primary source of employment for individuals with significant disabilities and help bring economic justice through the creation of more jobs and more secure careers to these individuals.

Ms. Harrup informed Council of recent findings and national trends regarding unemployment among persons with disabilities, three out of four or approximately 75% of Virginians with disabilities are unemployed according to the U.S. Census data for Virginia. This is over ten times the unemployment rate of Virginians without disabilities. Unfortunately, these numbers are virtually unchanged from studies conducted prior to the passage of the Americans with Disabilities Act in 1990.

For further information contact: Sharon L. Harrup, MS
CEO, STEPS, Inc., 225 Industrial Park Road, Farmville, VA 23901
PH: 434-315-5909/Fax: 434-315-0246 Email: sharrup@STEPS-inc.org Website: www.STEPS-inc.org

Chair Leber in response addressed the specifics of Ms. Harrup's request for support and ask that Ms. Harrup consider addressing the Council as a guest speaker at a future meeting. Ms. Harrup will be contacted regarding a follow-up presentation by VCCS Staff to address the request for support.

Chair Leber thanked Ms. Harrup for her presentation to the Council.

REPORTS

Chairman's Report – Dr. Leber

- Career Pathway Update

Chair Leber gave a brief history of the Career Pathway System and its progress. The Commonwealth of Virginia created a statewide career pathway system to link education, workforce, and economic development, to address all education and training levels. Career Pathway System is an approach by which regions align supported services and programs to build a workforce customized to the needs of local labor markets.

Progress to date involves the designation of Virginia Workforce Council Committee liaisons to the Career Pathway Task Force. These designees will serve as champions of the plan and address recommendations presented at the June meeting; meet the objectives of the Career Pathway Taskforce and work cohesively to deliver the Career Pathway recommendations, identify funding and grant opportunities, establish Career Pathway Working Groups, and introduce the Career Pathway Initiative to the next Administration.

- Transition to Next Governor

Chair Leber briefed Council regarding upcoming elections, gubernatorial candidates and their responses to Workforce. He noted that the discussion was informational and did not indicate any political position for the Council.

- Increasing Employment Options through Collaborations with Economic Developers

Chair Leber informed Council on initiatives that have taken place to address expanding employment for adults with disabilities in Virginia. Goals identified were to determine how to create a demand-side focus for training individuals with disabilities to meet the needs of employers; determine how to be more competitive; determine how to partner with economic development organizations and understand their process to align the disability and generic employment needs with business needs; learn how to use economic development and create employment opportunities for persons with disabilities; determine how to tap into entrepreneurial opportunities, and develop a catalyst to meet the demands of employers.

- Governor's Forum on Disability and Economic Development

Chair Leber applauded the Governor's Forum on Disability and Economic Development held on September 15-16, 2009, in Roanoke, Virginia. This summit held in collaboration with the Virginia Economic Developer's Association Conference convened to address the objectives earmarked, such as how to tap into and create opportunities to prepare persons with disabilities to be skilled to meet the employment needs of existing and emerging industry clusters; and determine how to be a catalyst for creating employment opportunities for persons with disabilities utilizing resources of the Virginia Economic Partnership (VEDP), its statewide system and processes for bringing industry into Virginia. The summit also embarked upon creating the blueprint to address unemployment among Virginians with disabilities. Some of the focus points of the blueprint are to identify-

What are the employment opportunities?

How do we leverage strengths and resources?

How do we create promising strategies?

Chair Leber invited Council to review the information provided and consider discussion points that build upon the Governor's initiative regarding Virginians with Disabilities in the Workforce.

Chancellor's Update- Dr. Glenn DuBois

Chair Leber opened the floor to Dr. Glenn DuBois, VCCS Chancellor

- Dateline 2009 and Supporting the New Strategic Plan

Dr. DuBois provided to the Council goals to contribute to the economic viability of the Commonwealth, as Virginia's Community Colleges commits to increasing access, affordability, student success, workforce, resources, and management goals. These goals were recognized as the Chancellor emphasized a commitment to a public agenda, as Virginia's Community Colleges contributes to the economic and civic vitality of the Commonwealth.

Dr. DuBois shared 2009-10 Goals for supporting Dateline 2009's major goals: These initiatives focus upon increase system-wide enrollment up to at least 16,000 new students; increase annual participation in workforce programs and services from 125,000 to 225,000 individuals (expanding 80%); graduation, retention and job placement rates to be expanded, and provide greater economic stability to allow Virginia to maintain their status of leading the Nation; increase the number of individuals that transfer to 4-year institutions; maintain affordable tuition and increase dual enrollment with high school students; and increase private and/or business partnership funding.

Dr. DuBois emphasized the support of the goals are aimed to meet the 2010-15 Strategic Plan for Virginia's Community Colleges. Dr. DuBois concluded that the transition consistently has challenges, whether its involving career transitions, successful transfers, program credits, or non-credit programs.

Chair Leber thanked Dr. DuBois.

Governor's Update, Senior Advisor Daniel G. LeBlanc

Chair Leber opened the floor to the Senior Advisor, Mr. LeBlanc.

Mr. LeBlanc thanked Chairman Leber for his leadership and then introduced Dr. Camille Miller. Dr. Miller reported on the status on upcoming Comprehensive One Stops.

Dr. Camille Miller summarized the plan for comprehensive One Stops since 2006. To date, two comprehensive workforce centers have opened in Charlottesville and Roanoke. Currently there are four scheduled to open in December 2009 in Arlington, Danville, South Boston, and Prince William. In early January 2010, Martinsville/Henry County and at least five additional centers are scheduled to open in late spring or are negotiating contracts. Dr. Miller commended these sites on their hard work and commitment to the Commonwealth and Workforce, and the process involved in making this a reality.

Chair Leber thanked Mr. LeBlanc and Dr. Miller.

NEW BUSINESS

American Recovery and Reinvestment Act Summer Youth Employment, Raymond Cousins, Virginia Community College System, Workforce Development Services

Chair Leber introduced Mr. Cousins.

Mr. Cousins reviewed the American Recovery and Reinvestment Act Summer Youth Program Performance Results. Mr. Cousins highlighted the positive responses of the initiatives based on state and local perspectives. He reported on the overall performance, including funding level, expenditures, numbers served, state guidance and/or planning, local guidance and/or planning, program structure, work experience, types of work sites and job activities, target population, and media coverage.

Mr. Cousins noted that Local Workforce Investment Areas' (LWIA) plans for summer programs were well received and successful, even with the challenge of specific time frames for completion. The LWIA plans encompassed general design, structure, processes, procedures, outreach and recruitment, participant enrollment, expenditures, business partners, and positive media exposure to offset negative exposure. 9 of the 15 LWIA were involved in *Green* worksites and/or activities.

Mr. Cousins stated that the deployment of Summer Youth in future years will be effected if the state does not receive the funding level that was allocated this summer, which will drastically reduce the numbers of participants to be served. Mr. Cousins emphasized that by law, Local Boards are required to offer summer youth employment opportunities to link academic and occupational learning in the regular WIA programs.

Mr. Cousins applauded the Local Workforce Investment Areas (LWIA) present and those who participated in the ARRA Summer Youth Initiatives. He then introduced Doloris Vest,

**ARRA Summer Youth Initiative LWIA III - Ms. Doloris Vest, President
Western Virginia Development Board**

Ms. Vest presented the Youth Summer Work Program Description for Area III, as a recipient of the American Recovery and Reinvestment Act (ARRA) of 2009 Economic Stimulus Plan.

Ms. Vest summarized the purpose, its partners-Goodwill Industries of the Valleys, Tap This Valley Works, and Labor Local No. 980, as well as Pre-Apprenticeship. Ms. Vest identified the target population, ages 14-24 from regional locations including Alleghany Highlands, Roanoke Valley, Craig County, and Franklin County. Ms. Vest recognized challenges for the ARRA funding for Youth, specifically income guidance. Ms. Vest discussed the ARRA Youth service program, the process for developing the program that involved recruitment, assessment, work-readiness, on-site work experiences, and pre-apprenticeship pilot programs. There were several opportunities at the conclusion of the program identified, which included-employment, occupational apprenticeship, Job Corps, Youth Build, WIA year-round programs, and continued education. Ms. Vest discussed the timelines developed to complete the program within the timeframe allotted, reviewed the management of the project, mentoring and counseling opportunities provided, participant incentives, and budgetary expenses.

Ms. Vest then introduced Mrs. Arlene Simmons, Baby Duck Preschool, as one of the business partners and youth participant, Jessie Shampine, to discuss their experiences and successes with the ARRA Summer Youth Initiative. Mrs. Simmons summarized her work sites participation. Jessie, as a youth participant talked about the value of the program, building of self-esteem, and appreciation for being given the opportunity.

Chair Leber thanked Mr. Cousins, Ms. Vest, Mrs. Simmons, and Ms. Shampine.

COMMITTEE CHAIRPERSON REPORTS

The meetings of the committees to the Council were held prior to the full Council session, 9:30 – 12:00 p.m.

Chair Leber opened the floor to Huey Battle and Mark Dreyfus.

**Performance and Accountability Committee
Strategic Planning Committee**

**Huey Battle
Mark Dreyfus**

• Final Recommendations of the Workgroup to Study Performance Measures

Mr. Battle opened the discussion with a brief history of the Workgroup being established in January 2009 to study performance measures. To meet the objective Performance and Accountability and Strategic Planning Committees worked cohesively to accomplish this goal. Based on objectives established and current measures the Workgroup identified several recommendations. Mr. Battle introduced Dr. Kathy Thompson, VCCS Staff to the Committee to present the recommendations.

Six Common Measures: Upon approval by the U.S. Department of Labor, Employment and Training Administration (DOL/ETA) the Workgroup recommended the integration and implementation of the DOL six (6) Common Measures in place of the WIA 17 Core Performance Measures. The anticipated effective date for the Common Measures is July 1, 2009.

Strategic Planning Committee: Following the approval of the 6 Common Measures by DOL/ETA, the Strategic Planning Committee will redefine the “Credential” measure for Virginia and allow the inclusion of the Career Readiness Certificate (CRC) in such a Performance Measure for local workforce investment boards (WIBs).

Business Measures: To increase collaborations between the WIBs and local businesses and industries, the Workgroup appointed a sub-committee led by James McClain to develop Business Measures that will be applied to the work of the WIBs in addition to the Common Measures. The anticipated effective date for the Business Measures is July 1, 2010.

Performance and Accountability Committee: Because the Business Measures are in addition to the Common Measures, the Performance and Accountability Committee will create an Incentive Program to measure their effectiveness. The Business Measures are:

1. Conduct economic research that calculates collaborations between business entities (chambers of commerce/economic development) and WIB services to determine the local direct economic impact of local workforce boards, including skill development and job placement of jobseekers (increased wages and spending) focused on local, regional and state target sectors;
2. Support businesses, both new and established, and education/training providers to integrate services and programs, and when applicable, coordinate curriculums and promote alignment with economic development priorities;
3. Implement Career Pathways Modeling in local One-Stop Service Delivery System; and
4. Track and facilitate local workforce incentives to businesses, including new workers on-the-job training wage subsidies, tax credits and Federal bonding.

Implementation Strategies for the Business Measures

1. Add to the four Business Measures the two System Measures related to employers (#5 –Repeat Employer Customers (Accountability Measures); and #6- Employer Market Penetration (Performance Indicators);
2. Create a baseline to evaluate and track the Measures for two-years with the target implementation July 1, 2010.
3. WIA staff will issue guidance to the WIBs requiring the incorporation of the Business Measures into their WIB Strategic Plans.
4. Review of the **WIB Strategic Plans** to examine the integration of the measures once they are implemented.
5. Evaluation of WIBs by VCCS to determine compliance to the plans and their implementation of the measures.
6. Report the progress of the WIBs to the Council
7. Establish a **WIA Incentive** funding level to be included in the Incentive Award Process in the future that reflects achievement in implementing these measures.

Mr. Battle summarized the action being recommended and presented the Motion to the Council.

Motion: Approve as outlined in pages 57-58 in the Council packet the Seven Common Measures plus the Credential Measures, the Business Measures, and the Implementation Strategies.

Chair Leber opened the floor for discussion, and/or to receive the Second Motion. Chair Leber acknowledged Brett Vassey.

Mr. Vassey, Council member, asked, "How will the seven measures affect the Council's already approved 9th System Measure established for the Career Readiness Certificate (CRC)?"

Mr. Battle responded that the six common measures with the inclusion of the "Credential" measure will elevate the status of CRC because it will be included as part of the WIA Performance measures.

Chair Leber thanked Mr. Vassey. With no further discussion, the motion was properly seconded and unanimously approved.

Workforce Services Committee

Rita Ricks

Chair Leber opened the floor to Ms. Ricks.

- Continuing Professional Development for One-Stop Career Center Staff

Ms. Ricks reported to the Council regarding the findings compiled from research and two surveys conducted to enlist feedback from Local Workforce Investment Boards (LWIB) Directors and individuals who received certification. Barbara Kessler was introduced to provide result information regarding the certification program. Based on the results, Ms. Ricks introduced several recommendations for Council's approval and requested this information item be considered as an action item.

Ms. Ricks presented these recommendations:

1. End the contract with Dynamic Works on October 31, and encourage LWIB to enroll new staff by the date.
2. Link staff certification to center certification
3. Establish as a standard 60% of front-line staff to be certified.
4. Partnership with NAWDP for national certification
5. Virginia Specific Course to be part of the certification process.
6. Re-certification: 60 hours of professional development every three years.

Chair Leber opened the floor to discussion regarding the informational item and recommendation for action. Chair Leber stated that One-Stop Operators and Managers need to be made aware of the 60% standard and that LWIBs should incorporate into the purchase order or RFP for enforcement. Mr. Richard Gonzalez, Committee Member, responded that this is part of the WIBs operation's policy.

Mark Dreyfus suggested that the standard should be stated as a minimum of 60% and that it is not a bad thing for LWIBs to reach for 100%.

Chair Leber raised the issue again regarding communication to the field and LWIB incorporating the standard on RFP. After some discussion ensued, Chair Leber, recommended that Rita withdraw her motion and introduce two motions the first to approve 60% criteria and the second to direct staff to work out the details of the process for implementation.

Hugh Keogh recognized that the recommendations presented were the required follow-up items from the June 10, 2009 Council Meeting by the Workforce Services Committee and staff to the Committee. Council specifically requested that additional research be conducted to make sure LWIBs were on board with the standard of 60% minimum and that there is something in place for professional development beyond the end of the contract on October 31, 2009 with Dynamic Works Institute (DWI). The report presented to the Committee on the research results supports the recommendation made, and therefore, Mr. Keogh stated that a motion was not needed.

Chair Leber then asked that the motion be withdrawn and acknowledged the recommendations. The recommendations were review and required no action for a motion.

- One-Stop Service Delivery System Policy

Ms. Ricks then asked Council members to refer to their packets on pages 66 to 69 regarding the One –Stop Service Delivery System Policy. There are currently four Council policies that directly impact the One-Stop Service Delivery System, and the Committee agreed to streamline and consolidate these policies. The draft will be reviewed at the Committee’s November meeting and the Committee’s recommendations will be introduced to Council for their review and approval at the January 2010 meeting.

Bratt Vassey asked, “ if this policy relates to WIA only and if it would exculde training providers such as, Goodwill Industries?” Mr. Gonzalez responded that the policy is beyond WIA and focuses on the one-stop service delivery system. Aida Pacheco, VCCS Staff to the Committee, emphasized that the policy reinforces the direction Council and the Governor set forth for the service deliver system to be organized by function and not agency silos.

Chair Leber then recommended that staff provide all four policies and the revised draft for their review.

- 2009 General Educational Development (GED) and Lifelong Learning Awareness Week

Ms. Ricks provided a summary of the GED & Life Long Learning Awareness Week, October 19-23, 2009 and announced the funds awarded to each LWIBs on a reimbursable basis in order to offer the GED Test free to a maximum of 35 WIA enrolled participants. Final results of the initiative will be provided to the Council at the conclusion of data reporting and compilation. Ms. Ricks then introduced the Governor’s public service announcement recognizing GED and Lifelong Learning Awareness Week.

Business Services Committee

Don R. Sullenberger

Chair Leber opened the floor to Mr. Sullenberger.

Mr. Sullenberger briefly discussed the direction of the Business Services Committee and recapped presentations that have been given to the committee to provide an overview of employer training services offered by Virginia’s Community Colleges. Mr. Sullenberger reported that the Committee continues to move forward in supporting Career Readiness Certificates. Mr. Sullenberger introduced information

regarding the American Recovery-Reinvestment Act Competitive Grants for Green Jobs, and the initiatives being considered.

- Virginia's Community College Occupational, Non-credit Training

Mr. Sullenberger provided an overview on non-credit courses as an information item, which required no action. The committee focused on funding community college occupations, courses, programs, and services in three general categories- 1) funding to support workforce outreach and services to employers, workforce investment boards, adult education providers, economic development officials, and others involved in workforce education and training efforts; 2) funding to support customized training and open enrollment courses for workforce development; and 3) funding to establish a program for innovation and excellence in high-need, high-wage fields.

Mr. Sullenberger referred to the report of the Mangum Economic Consulting firm, "*The Role of Workforce-Related Noncredit Education and Training in Virginia's Economy.*" The report assessed the role that VCCS' workforce-related noncredit education and training services play in Virginia's economy.

- Update on Career Readiness Certificate

Mr. Sullenberger stated that the Virginia Workforce Council voted to adopt the attainment of the Career Readiness Certificate (CRC) as a state performance measure for the Workforce Investment Boards (WIBs) in January 2008.

Mr. Sullenberger thanked the Workgroup to Study Performance Measures for including the Career Readiness Certificate as the seventh WIA Common Measure that will begin retroactively to July 1, 2009, when they are approved by the U. S. Department of Labor. This was an informational item and required no action.

- Virginia's Community Colleges – ARRA Competitive Grants for Green Jobs

Mr. Sullenberger introduced to the Council the State Energy Sector Partnership (SESP) and Training Grant proposal written to be submitted to the U. S. Department of Labor in October 2009 as a request for \$6 million to support the Virginia Energy Sector (VES) project. This initiative will establish an energy sector training program within each of Virginia's 15 Local Workforce Investment Boards (LWIBs). The VES program will create training and employment opportunities for dislocated workers, incumbent workers, and job seekers interested in employment in the energy sector identified in LWIB areas.

The leadership of VES will be provided by the Virginia Workforce Council with oversight and implementation by the membership of the Virginia State Energy Sector Partnership. If granted, the program will begin in January 2010.

- ◊ Action recommended: Approval for the proposal to be submitted to the U. S. Department of Labor.

Motion: Council to approve the proposal that will be submitted to the U.S. Department of Labor on October 16, 2009 for the State Energy Sector Partnership (SESP) and Training Grant.

The motion was properly seconded and approved unanimously.

Chair Leber thanked Mr. Sullenberger.

Communications Committee

Hiawatha Nicely, Jr.

Chair Leber opened the floor to Mr. Nicely.

- Newsletter Evaluation

Mr. Nicely discussed the Virginia Workforce Council newsletter as a tool to share information, ideas, best practices, and opportunities in the area of workforce development in Virginia. Mr. Nicely addressed the council regarding responses from members to the Council regarding the VWC newsletter survey. Mr. Nicely informed Council members to complete the evaluation in the packet (pages, 84-88), and return at the end of the meeting.

Mr. Nicely thanked VCCS' staff to the Committee and Brian Long for the demonstration of the Virginia Workforce Connection-Virtual One Stop System (VOS). The presentation of VOS was in response to a request to develop a web portal for all audiences. The demonstration determined that VOS covered these general criteria.

- Virginia Workforce Council Annual Report

Mr. Nicely stated that the draft report was presented by Lauren Von Herbulis, VCCS' Staff to the committee. The Communications Committee will review the preliminary draft of the annual report and provided additional guidelines on the content, design, and distribution. The Committee and Council have made a decision to distribute the report electronically, and it will include multiple hyperlinks to other available data and information, in an attempt to shorten the length of the document.

Prior to final distribution, a draft of the report will go the Governor's Policy Office for revision before being submitted on November 3, 2009 to the General Assembly.

Chair Leber thanked Mr. Nicely.

OLD BUSINESS

Resources Report

Mr. Taratsas provided statistical data regarding Annual WIA Funds status as of June 30, 2009. Mr. Taratsas provided information pertaining to program years 2008-2009, Local Workforce Area expenditure rates for youth, adult, dislocated workers, and administration. Mr. Taratsas also presented a summary of the WIA grant allocation and budget for Program Year 2009 Statewide activities. Mr. Taratsas noted that WIA Program represents one of several grants available in the Commonwealth to fund the Workforce Development System, including the American Recovery-Reinvestment Act (ARRA).

Chair Leber opened the floor to discussion from Members.

Several members questioned allocations, spend downs, possibility of waivers, clarification of funding sources to private training providers, and if the allocations/budget guidelines were enforced only on federal guidelines.

Chair Leber recognized the need for a more in-depth discussion and requested follow-up discussion be included in the January 2010 agenda.

Chair Leber thanked Mr. Taratsas.

Meeting dates

Paula Dehetre

Council members are asked to respond to Jean Thomas-Banks regarding availability for the next Council meeting. The dates being considered are January 7 or 8 2010.

Announcements

- 1) Reminder: The early bird registration deadline for National Association for Workforce Boards (NAWB) is December 18, 2009.
- 2) Members are asked to complete the meeting evaluation form at the back of the packet.
- 3) Members are asked to complete their Travel Expense Reimbursement form (travel forms are to be completed within 3 days following travel).

Adjournment

Chair Leber thanked staff and Council for their continued diligence and the meeting was adjourned.

The meeting adjourned at 4:05 p.m.

VIRGINIA WORKFORCE COUNCIL
Performance and Accountability Committee
Agenda Item [X.a.i.]

TITLE: PY 2008 Incentive Awards Process

BACKGROUND:

Up to \$400,000 in funding is available to provide incentive awards to local areas as called for in the Workforce Investment Act for Program Year (PY) 2008. Awards can be granted in the categories of:

1. Exemplary Performance (Met or Exceeded the WIA 17 Performance Measures);
2. Most Improved Program Performance;
3. Local Coordination; and
4. Regional Collaboration.

Staff issued local areas their performance outcomes for PY 2008 and the applications to submit proposals for the Local Coordination and Regional Collaboration categories. The Performance and Accountability Committee will put forth recommendations and seek approval for the awards at the June 2010 Council meeting.

ACTION RECOMMENDED:

No action is needed; for information only.

PREVIOUSLY REVIEWED BY:

- ✓ VCCS Workforce Development Services Staff

RESOURCE PERSON:

Kathy H. Thompson, Ph.D.
Senior Workforce Analyst
(804) 819-1681
kthompson@vccs.edu

VIRGINIA WORKFORCE COUNCIL
Strategic Planning Committee
Agenda Item [X.a.ii.]

TITLE: Workforce Resources Report

BACKGROUND:

At the October 14, 2009, Virginia Workforce Council meeting, Council members requested that staff provide a follow up regarding Workforce Development funds usage in the Commonwealth, specifically, to further explain the low rate of usage of WIA Statewide Rapid Response funds for services to the dislocated worker population considering the current economic conditions.

Staff will provide the results of a local workforce area survey intended to determine the local workforce area's dislocated worker program status, including the current and projected need for additional resources.

Staff will specifically discuss the Trade Act Assistance (TAA) program's impact on the WIA Dislocated Worker program's services and funding. A significant number of the dislocated worker population qualify for, and are served by the TAA program. This has a direct impact on the need (decreases the need) for WIA Dislocated Worker program funds.

Staff will also describe other programs that support the workforce system. Attached is a listing of selected federal and state workforce programs.

ACTION RECOMMENDED:

There is no action recommended. This is an information item.

PREVIOUSLY REVIEWED BY:

✓ VCCS Workforce Development Services Staff

RESOURCE PERSON:

George Taratsas
Resource Administrator
gtaratsas@vccs.edu 804-819-4387

Part 1: State Code-defined Workforce Programs Required to Participate in One-Stop Delivery and Operations

Full Service to Include Training and Skills Focus

- Jobs for Veterans Act (Virginia Employment Commission)
- Vocational Rehabilitation (Department for the Blind and Vision Impaired; Department of Rehabilitative Services)
- Workforce Investment Act Adult, Dislocated Worker and Youth (Virginia Community College System)

Primary or Significant Training and Skills Focus

- Adult Education and Literacy Program (Department of Education)
- Perkins Postsecondary Career and Technical Education (Virginia Community College System)
- Trade Adjustment Assistance (Virginia Employment Commission)

Primary or Significant Employment and Supportive Services Focus

- Community Service Block Grant (Department of Social Services)
- Senior Community Employment Program (Department for the Aging)
- Supplemental Nutrition Employment and Training (Department of Social Services)
- Unemployment Compensation (Virginia Employment Commission)
- Virginia Initiative for Employment not Welfare (Department of Social Services)
- Wagner – Peyser, or Job Service (Virginia Employment Commission)

Part 2: Other Resources Included in Previous Definitions of the State Workforce Programs

Primary or Significant Training and Skills Focus

- Apprenticeship Program (Department of Labor and Industry)
- Apprenticeship Related Instruction (Virginia Community College System)
- Career and Technical Education (Department of Correctional Education)
- Career and Technical Education, Secondary Level (Department of Education)
- English Literacy (Department of Education)
- Institutional Work Program (Department of Juvenile Justice)
- Tech Prep (Virginia Community College System)
- Workforce Development Services (Virginia Community College System)
- Virginia Jobs Investment Program (Department of Business Assistance)
- Youth Industries (Department of Juvenile Justice)

Part 3: Additional Resources where Linkages could be Further Explored due to Shared Contributions with above to Economic Vitality of the Commonwealth

- Local K-12 Educational Systems
- Local and Regional Economic Development Entities
- Private and proprietary post-secondary institutions
- Public two and four year educational institutions
- Virginia Economic Development Partnership

VIRGINIA WORKFORCE COUNCIL
Strategic Planning Committee
Agenda Item [X.a.iii.]

TITLE: U.S. Department of Labor Waiver Approvals

BACKGROUND:

As part of its 2009 Workforce Investment Act State Plan Modification, the Commonwealth sought the renewal of four existing waivers and the approval of two new waivers. Waivers are a means by which states and local areas are afforded more flexibility with respect to WIA programs and funds than the current law and regulations allow. Since the passage of WIA, over 600 waivers have been granted among the 50 states. In a November 10, 2009, letter, the U.S. Department of Labor communicated its approval to Virginia's requests as follows:

1. Waiver that allows Individual Training Accounts to be used for older and out-of-school youth. (This method of delivering training for adults and dislocated workers is currently not permitted for the youth population).
2. Waiver to allow local flexibility in the types of information that must be provided by training providers in order to remain on the training provider list. (new waiver)
3. Waiver to report WIA program performance against 6 common measures, as opposed to 17 WIA measures in law. (New waiver). For adults and dislocated workers, measures relate to employment placement, retention and earnings. For youth, measures relate to placement in employment or education, attainment of degrees or certificates and numeracy and literacy gains if skills deficient prior to enrollment.
4. Waiver to allow local areas the ability to transfer up to 50% of funding between adult and dislocated worker funding streams.
5. Waiver to permit local areas to use a portion of local funds for incumbent worker training (only in cases of layoff aversion strategies).
6. Waiver allowing the state to use a portion (up to 20%) of rapid response funds to support other statewide employment and training activities.

Guidance will be updated, or crafted in the case of the two new waivers, to assist local areas in the implementation of these waivers.

ACTION RECOMMENDED:

There is no action recommended. This is an information item.

PREVIOUSLY REVIEWED BY:

- ✓ VCCS Workforce Development Services Staff

RESOURCE PERSON:

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VIRGINIA WORKFORCE COUNCIL
Workforce Services Committee
Agenda Item [X.b.i.]

TITLE: One-Stop Service Delivery System Policy Revision

BACKGROUND:

At the Virginia Workforce Council's meeting on October 14, 2009, Chair Leber recommended that staff forward to Council members the proposed new One-Stop Service Delivery Policy and the following existing policies for their review and feedback.

1. 00-4: One-Stop Service Delivery System
2. 00-9: One-Stop Chartering Process
3. 07-02: Mandatory Certification for Front-Line Staff in the Virginia Workforce Network

The Workforce Services Committee is recommending that the above policies be streamlined and seeks the Council's approval for what would become policy 10-1. Part of this action will also rescind the above policies. Such actions will:

1. Align the Commonwealth's priorities in enhancing the Virginia Workforce Network.
2. Rescind old policies which are obsolete.
3. Ensure a focus on key tenets such as:
 - a. Leadership decisions driven by customer needs;
 - b. Professional staff development and certification
 - c. Benchmarks for a one-stop service delivery system and center certification; and
 - d. Continuous improvement;
4. Separate Council policy from administrative procedures related to implementation and enforcement.

A related Council-issued guidance document, the Minimum Standards for Service Delivery in One Stop Centers, will be updated and incorporated as part of a technical assistance guide in support of the new One Stop policy.

ACTION RECOMMENDED:

That Council rescinds policies 00-4, 07-02 and 00-9 and adopts policy 10-1: One-Stop Service Delivery System.

PREVIOUSLY REVIEWED BY:

- ✓ VCCS Workforce Development Services Staff
- ✓ Virginia Workforce Services Committee

RESOURCE PERSON:

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**COMMONWEALTH OF VIRGINIA
VIRGINIA WORKFORCE COUNCIL**

Policy Number 10-1

Effective Date: June 7, 2000

Revision # 1 DRAFT for January 7, 2010

PURPOSE:

To describe the conditions and requirements for establishing the One-Stop Service Delivery System in the Commonwealth of Virginia for jobseekers, workers and employers.

REFERENCES:

- Code of Virginia, Section 9-329.1(F), (G); 2.2-435.7 (A) 3,4,6, & 11
- P.L. 105-220, Workforce Investment Act, Sections 101(24), 121, 129(a), 134(b)
20 CFR parts 662, 663, 664.700

POLICY STATEMENT:

The Commonwealth shall have a state wide workforce development system that operates effectively in a one-stop environment to help increase training opportunities, educational attainment and employment for Virginia citizens that leads to self-sufficiency. Cooperative partnerships among state and local service providers coordinate service delivery to better satisfy the needs of workers and employers.

The “Virginia Workforce Network” is the brand name for Virginia’s one-stop service delivery system of centers, which shall be known as Virginia Workforce Centers.

Key features of the Virginia Workforce Network shall include leadership decisions and service delivery operations based upon customer need, professional staff development and continuous improvement.

BACKGROUND:

The Workforce Investment Act (WIA) of 1998 called for the creation of a one-stop service delivery system that is customer-focused and serves as a framework for workforce services at the state and local level to job seekers, incumbent workers and employers. Within this system, at least one physical site in each workforce area should serve as a comprehensive site for access to workforce services, known as a Comprehensive Virginia Workforce Center. A network of access sites and alternative service delivery methods shall complement and extend the reach of the comprehensive site. The system shall be created and maintained

by partners that collaborate to provide training, education, and employment programs in a single, customer- friendly environment.

While the Virginia Workforce Council (VWC) sets broad policy direction at the state level, the local Workforce Investment Boards (WIBs) provide leadership at the local level on how to organize the system to serve a diverse customer base and to expand the resource base and service capability through the development of partnerships and integrated service delivery.

Customer-Based Benchmarks:

Part 1 – Local Leadership level

Overall, strong leadership provides the foundation for a system focused on customers, motivated employees and the locally-defined vision for customer service. Key leadership functions are Strategic Planning, Policy Development and Governance; Marketing and Public Relations; and Capacity Building.

The following six benchmarks should facilitate the design and implementation of the Virginia Workforce Network and the Virginia Workforce Centers at the local level. These benchmarks must be incorporated into the local Memorandum of Understanding (MOU) required under WIA between the WIB and its local one stop partners.

1. Partners will agree on a shared vision for a customer-driven service delivery system.
Shared vision is documented in MOU.
2. The physical lay-out of the Virginia Workforce Centers reflects an integrated approach to customer services.
The functional areas and service delivery strategy will be documented in the MOU.
3. Operational decisions will be designed with customer needs in mind.
Management Team responsibilities documented in MOU.
4. Each Virginia Workforce Center will be a high-performance work place with staff that has a visible passion for quality of service.
Professional development plan is documented in the MOU.
5. Each Workforce Investment Board will adopt a common marketing strategy that reflects an integrated approach to customer service.
Common marketing approach language documented in MOU.
6. Virginia Workforce Centers will be driven by customer needs and customer feedback, and continually look for ways to “raise the bar” to keep the center as a leader in customer satisfaction.
Methods to track customer satisfaction and use of such results are defined in MOU.

Part 2 - Operational Elements at the Service Delivery Level

One-stop customer service is convenient, accessible, and personalized. Program services should be located and available in ways that minimize customer confusion and inconvenience. In order to provide a service delivery system that is seamless in design and responsive to customer needs, at least one comprehensive Virginia Workforce Center per local workforce area shall be organized in a functional manner. Below are the main functional areas:

- 1) **General Customer Service** - (Examples: Orientation; Initial Assessment and Screening; Information Dissemination; Job Connection Area; Resource Library & Community Workshops; and Career Exploration; Program Performance Information and Job Search.)
- 2) **Career/Job Seeker**– (Examples: Comprehensive Assessments of Skills and Service Needs; Development of an Individual Employment and Career Plan; Intensive Career Counseling; Case Management; Group-Based Activities and Career Education and Training.)
- 3) **Employer/Business Services**- (Examples: Marketing and Outreach; Workforce Solutions; Customized Training; and Job Creation)

Continuing Professional Staff Development:

The VWC is committed to ensuring that “world-class” customer service is delivered. In order to advance this commitment, staff working in the Virginia Workforce Network should participate in professional staff development activities that are offered and/or required at the local level.

The VWC requires that at a minimum, at least 60 percent of front-line staff in Virginia will achieve professional workforce development certification, as it defines and communicates through administrative procedures, and maintain certification at intervals that may be required.

Continuous Quality Improvement

The WIA envisions a high performance workforce investment system – a system that is customer-driven, results oriented, flexible and continuously improving. Continuous improvement is the systemic and ongoing improvement of products, programs, services and process by small increments and major breakthroughs. The goal is to improve outcomes for the customer by enhancing system-wide performance. This involves effective alignment of resources to achieve performance excellence and recognition of top performers within the system.

At the minimum, every three years, each WIB will provide documentation of a continuous improvement model that has been established and implemented for use in improving the local one-stop service delivery system.

Certification for the Virginia Workforce Center: The WIA administrative entity will periodically lead the evaluation of each local workforce area in Virginia for the purpose of determining local certification (accreditation).

In order to be fully certified, each local workforce area must have at a minimum established a local workforce development system that follows the tenets of this policy and have least one Comprehensive Virginia Workforce Center.

Technical Assistance for the Virginia Workforce Network:

The WIA administrative entity will compile and disseminate a Technical Assistance Guide (TAG) for local use in establishing and maintaining the Virginia Workforce Network. The contents of this guide will be based upon this policy, federal and other state requirements, administrative policies and guidance documents and best and promising practices. This TAG may require administrative updates to remain current, and may also be used for compliance purposes as deemed necessary.

**ORIGINAL
APPROVED**

Michael A. Daniels
Chair, Virginia Workforce Council

Thomas J. Towberman
Commissioner, VEC

Date June 7, 2000

REVISION

Robert P. Leber
Chair, Virginia Workforce Council

Glenn DuBois
Chancellor, VCCS

January 7, 2010

VIRGINIA WORKFORCE COUNCIL
Workforce Services Committee
Agenda Item [X.b.ii]

TITLE: General Educational Development® Outcomes in Local Workforce Areas

BACKGROUND

The Workforce Services Committee briefed Council at the October 14, 2009, meeting on the GED and Lifelong Learning Awareness Campaign. Local Workforce Investment Boards, adult education programs and community partners throughout the commonwealth worked together to promote the benefits of attaining a GED and increase testing. Moreover, individuals were recruited in their communities into the one-stops and other workforce locations. Through this effort, individuals that did not have a high school credential were offered the opportunity to take a GED practice test and received career assessments. In addition, up to 500 individuals identified through this process who took the GED test by November 21, were able to take the \$45 test free of charge. They also received career counseling and supportive services to help them pursue their career pathway.

WIBs are required to submit reports on activity in their area in order to receive reimbursement for the number of GED Test administered and to capture both statistical and anecdotal data. The Workforce Services Committee will present the final results at the Council's January 7 meeting.

ACTION RECOMMENDED:

No action recommended. This is an information item.

PREVIOUSLY REVIEWED BY:

- ✓ VCCS Workforce Development Services Staff
- ✓ Workforce Services Committee
- ✓ DOE, Adult Education and Literacy Staff

RESOURCE PERSON:

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VIRGINIA WORKFORCE COUNCIL
Workforce Services Committee
 Agenda Item [X.b.iii.]

TITLE: One-Stop Staff Certification Report

BACKGROUND:

The Commonwealth contracted with Dynamic Works Institute (DWI) to provide coursework, exam services, and administrative support related to the certification process, with local program management assistance provided by the University of Virginia. The original contract with DWI, which provided training and certification at no cost to for qualified participants, expired June 30, 2009. At the June meeting, the Virginia Workforce Council asked staff to extend the Dynamic Works Contract until October 31, 2009, to allow additional staff additional time to take advantage of the free training and certification. Individuals had until December 31, to complete the coursework and take the certification exam.

TOTAL ENROLLMENT AND CERTIFICATION RESULTS:

A total of 1,267 students registered for one or more of the Dynamic Works' certification programs. The Workforce Services Committee will report on the number of certifications achieved as of December 31, 2009 at the January 7, Council meeting. The following analysis was provided by Dynamic Works.

Virginia Certification Program Return on Investment Analysis					
Certification	# Enrolled	Retail Value	Retail Extension	# Courses in Package	# Courses Delivered
Workforce Development Professional Certification (WFD)	764	\$ 550	\$ 420,200	10	7,640
Business and Employer Services Certification	503	\$ 375	\$ 188,625	7	3,521
Totals	1,267		\$ 608,825		11,161
Original 27 Month Contract Amount			\$ 360,687		
9 Months Extension			\$ 33,125		
Total Cost			\$ 393,812		
Per Student Cost			\$ 311		
Per Course Cost			\$ 35		
Course Savings Over Retail			\$ 215,013		
Travel budget and carbon footprint savings by taking online courses versus classroom venue					
Reduction of travel costs for courses taken if no hotel stay is needed*			\$ 281,257		
Reduction of travel costs for courses taken if 1 night hotel hotel stay needed*			\$ 783,502		
Carbon footprint savings accrued by using online courses**			517.87	Tons of Carbon Saved	
* Travel Expense estimates are based on completing two courses per day, driving 35 miles round trip @ \$ 0.44 per mile, a \$35 per day meal per diem, and \$90 dollar per night hotel rate. Costs do not include cost of classroom or materials.					
** Based on national estimate of .0464 tons saved per online course by eliminating travel, restaurant food, and 1 night hotel stay.					

ACTION RECOMMENDED

This is an information item.

PREVIOUSLY REVIEWED BY:

✓ VCCS Workforce Development Services Staff

RESOURCE PERSON:

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VIRGINIA WORKFORCE COUNCIL
Business Services Committee
Agenda Item [X.c.i.]

TITLE: Manufacturing Career Coaches

BACKGROUND:

Working collaboratively with the Governor's Manufacturing Advisory Council, the VCCS has initiated five new \$50,000 grant awards to support a Manufacturing, Engineering, and Technology Coach (MET-Coach) for the period August 1, 2009, through December 31, 2010. Blue Ridge, Danville, Tidewater, Thomas Nelson, and Virginia Western Community Colleges are participating in the demonstration project. Funding is provided through Workforce Investment Act (WIA) funds made available under the federal American Recovery and Reinvestment Act.

MET-Coaches fill a unique role among community college career coaches in that participating colleges, in response to local needs, can elect to have MET-Coaches work with any adult population aged 24 and under including: high school drop outs, Middle College students, One Stop Career Center customers, and high school students. MET-Coaches will identify learners to be served through outreach activities or referrals from other career coaches, high school counselors and teachers, community college counselors and faculty, and practitioners in Tech Prep, Middle College, One Stop Career Centers, and WIA Youth Services programs. Customers referred to MET-Coaches will have been identified as possessing aptitude or interest in educational or workforce training programs related to manufacturing. The MET-Coach will engage individuals in a planned sequence of training and career development activities designed to prepare them for today's high performance manufacturing environment.

The VCCS has developed a comprehensive plan and instruments for assessing the outcomes of the MET-Coach program including targeted outcomes appropriate to each grade level or type of population to be served. Projected outcomes of the program include enrollment in relevant high school career and technical education courses including dual-enrollment courses; enrollment in relevant community college degree and certificate programs and workforce training; attainment of Career Readiness Certificates; participation in apprenticeship programs; and job placement and employer satisfaction measures.

A statewide advisory council comprised of representatives from participating colleges and manufacturing companies in the service regions of participating colleges is providing assistance in building sustainability for the program and in training new MET-Coaches. MET-Coach training took place on Nov. 3-4, 2009 at the Community College Workforce Alliance-North Run Center. The Governor's Advisory Council for Manufacturing has participated in development of the training program for new MET coaches.

Additional information about the program, including measurable objectives, can be found at myfuture.vccs.edu/careercoaches under the heading Manufacturing Career Coach Page.

ACTION RECOMMENDED:

No action recommended. This is an information item.

PREVIOUSLY REVIEWED BY:

- ✓ VCCS Workforce Development Services Staff
- ✓ VCCS Workforce Development Advisory Council
- ✓ Governor's Manufacturing Council

RESOURCE PERSON:

Scott W. Kemp
Career Coach Coordinator
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VIRGINIA WORKFORCE COUNCIL
Business Services Committee
Agenda Item [X.c.ii]

TITLE: American Recovery and Reinvestment Act 2009 Competitive Grants for Green Jobs

BACKGROUND:

In October 2009, the Virginia Workforce Council, as the state workforce investment board, submitted to the U.S. Department of Labor a request of \$6 million to support the Virginia Energy Sector (VES) grant. This initiative will establish an energy sector training program within each of Virginia's 15 local workforce investment boards. The VES program will create training and employment opportunities for dislocated workers, incumbent workers and job seekers interested in employment in the energy sectors identified in each WIB area. Under the direction of a regional WIB Energy Sector Expert, the VES program will identify, train, credential, connect, and place individuals into energy sector jobs. The VES program will offer career pathways planning/counseling, scholarships, and apprenticeship opportunities to support the attainment of the energy sector credentials and completion of the training program.

The VES leadership will be led by the Virginia Workforce Council with oversight and implementation by the membership of the Virginia State Energy Sector Partnership (SESP). This 36-month local and regional collaborative effort will engage multiple local and state level agencies and organizations as partners and will be coordinated at the state-level by the Virginia Community College System. Jim Underwood serves as the VWC representative to the SESP team.

An award notice is anticipated in January 2010.

ACTION RECOMMENDED:

No action recommended. This is an information item.

PREVIOUSLY REVIEWED BY:

✓ VCCS Workforce Development Services Staff

RESOURCE PERSON:

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VIRGINIA WORKFORCE COUNCIL
Business Services Committee
Agenda Item [X.c.iii]

TITLE: State Board of Education Academic and Career Plans

BACKGROUND:

The Board of Education included in its 2009 revisions to the Regulations Establishing Standards for Accrediting Public Schools in Virginia, (8 VAC-20-131-5 et seq) provisions for each middle and high school student to have a personal learning plan that aligns academic and career goals with the student's course of study. Beginning with the 2010-2011 academic year, all schools shall begin development of a personal Academic and Career Plan for each seventh-grade student with completion by the fall of the student's eighth-grade year. The plan shall be included in the student's record and shall be reviewed and updated, if necessary, before the student enters ninth and eleventh grades.

The Academic and Career Plan is designed to be a working document that maximizes student achievement by having the student accomplish goals in middle and high school that lead to postsecondary and career readiness. The Plan should be student-driven and maintained by school professionals working cooperatively to assist the student in reaching his or her goals in the most logical academic and career path.

Required components of the Academic and Career Plan shall include, but not be limited to:

- The student's program of study for high school graduation that is aligned with a postsecondary career pathway and/or college entrance;
- A postsecondary career pathway based on the student's academic and career interests; and
- A signature from the student, student's parent or guardian, and school official(s) designated by the principal.

ACTION RECOMMENDED:

No action recommended. This is an information item.

PREVIOUSLY REVIEWED BY:

- ✓ VCCS Workforce Development Services Staff

RESOURCE PERSON:

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VIRGINIA WORKFORCE COUNCIL
Business Services Committee
Agenda Item [X.c.iv.]

TITLE: 2008-2009 VCCS Nursing Report

BACKGROUND:

In 2005, Chancellor Glenn DuBois convened a task force to address the registered nursing shortage in the Commonwealth. The purpose of the task force was to study the issues affecting associate degree nursing programs in Virginia and to develop strategies for increasing the number of registered nurses. The VCCS recently reported on its progress on the recommendations of the task force. The report is framed around four primary concepts: capacity, productivity, persistence, and success (licensure). At the meeting, VCCS staff will provide an update on changes and improvements in addressing the need for additional registered nurses in the workforce.

A copy of the study is enclosed and can be found at the following website:

http://www.vccs.edu/Portals/0/ContentAreas/AcademicServices/Annual_Nursing_Report_2008-09_FINAL_20091012.pdf

ACTION RECOMMENDED:

None

PREVIOUSLY REVIEWED BY:

✓ State Board for Community Colleges

RESOURCE PERSON:

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Vice Chancellor, Academic Services and Research
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*a call to action
a call to action
a call to action*

VIRGINIA'S NURSING CRISIS

a call to action



2008-09 VCCS Annual Nursing Report

October 2009

**Office of Institutional Research and Effectiveness
Academic Services and Research
Virginia Community College System**

VIRGINIA WORKFORCE COUNCIL
Business Services Committee
Agenda Item [X.c.v.]

TITLE: VCCS Advanced Manufacturing Skills Project

BACKGROUND:

On November 20, 2009, Governor Kaine signed a Decision Brief to approve up to \$250,000 in WIA statewide funds to support advanced manufacturing training and credentials through the Virginia Community College System, as recommended by the Workforce Sub-Cabinet. This initiative drew upon a proposal submitted by the Virginia Manufacturers Association and provides state seed money to support a skilled and credentialed workforce in advanced manufacturing through Virginia's community colleges. This funding will enhance local efforts in high-need areas for training and competency-based certifications such as VCATS, Quick Connect, World Class Manufacturing Assessor, and Registered Apprenticeship. Additional details about this project will be provided to the committee.

ACTION RECOMMENDED:

No action recommended. This is an information item.

PREVIOUSLY REVIEWED BY:

✓ VCCS Workforce Development Services Staff

RESOURCE PERSON:

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VIRGINIA WORKFORCE COUNCIL
Business Services Committee
Agenda Item [X.c.vi.]

TITLE: Update on Career Readiness Certificate Program

BACKGROUND:

In accordance with §2.2-2674.01 of the Code of Virginia, Chair Leber transmitted to the General Assembly, on behalf of the Virginia Workforce Council, a report of initial outcomes of the Career Readiness Certificate (CRC) Program. The report was filed on December 1, 2009 and has been posted on the General Assembly website at <http://legis.state.va.us/>.

ACTION RECOMMENDED:

No action recommended. This is an information item.

PREVIOUSLY REVIEWED BY:

✓ VCCS Workforce Development Services Staff

RESOURCE PERSON:

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CRC PROJECT STATUS REPORT

December 1, 2009

With support from the Virginia Workforce Council (VWC), Virginia's Career Readiness Certificate (CRC) program continues to make significant progress. The CRC is an assessment-based credential that provides employers and jobseekers with a uniform measure of key workplace skills. The basis for the CRC program is the ACT-developed skill database, which contains over 15,000 detailed job profiles that identify the necessary skills to successfully perform defined tasks for each job. By matching the job profile information with individual scores on WorkKeys® assessments, employers are equipped to make reliable decisions about hiring, training, and program development for their employees.

The Virginia Community College System (VCCS) has a 4-year agreement with the Community College Workforce Alliance (CCWA), which is the workforce development partnership of J. Sargeant Reynolds and John Tyler Community Colleges, to provide leadership for the CRC initiative. CCWA has successfully completed a number of outreach, marketing, and incentive activities during the first year of this agreement.

CCWA created a public service announcement (PSA) for the CRC featuring Governor Timothy M. Kaine, which was shown in movie theaters across the Commonwealth during the month of January 2009. This allowed approximately 2 million movie-goers to learn about the benefits that the CRC provides to both businesses and jobseekers. The PSA is currently being used at community colleges and workforce centers for local and regional marketing efforts.

Two gap-training software licenses, WIN and KeyTrain, have been purchased to provide CRC test-takers with access to Internet-based remedial tools to improve their test scores. These licenses are now available for every community college and One-Stop Center in Virginia. Five regional sessions and several webinars have been conducted to train personnel on the gap-skill programs. CCWA will also host a project session on the CRC program and provide additional training on gap-training curriculum during the Virginia Community College Hire Education Workforce Conference in December.

VCCS has contracted with ACT to allow all community colleges to participate as members of the WorkKeys Solutions Provider Network. This provides new ways for the schools to build long-term relationships with local employers and meet the needs of both learners and local businesses.

The Virginia Electronic Commerce Technology Center (VECTEC) at Christopher Newport University has redesigned and enhanced the Virginia CRC Skills Bank. This online database provides a tool for employers to search data on the skill levels of Virginia's workforce and provides employers, jobseekers, and workforce professionals with information about the CRC.

On October 9, 2009, VCCS and CCWA hosted the first CRC Summit in Richmond. This event provided the opportunity for industry and community partners to learn more about the CRC and share best practices for successful CRC implementation. The summit was well-attended by representatives from businesses, state agencies, and workforce organizations. Additional summits focusing on the CRC are expected to be held in various regions across the Commonwealth.

Through the efforts described above, the program achieved a 19 percent increase in total statewide CRC attainment since FY 2008. Below is a regional breakdown of bronze, silver, and gold CRCs awarded between July 1, 2008 and June 30, 2009.

FY 2009 Career Readiness Certificates in Virginia
--

Workforce Investment Board Region	Bronze	Silver	Gold	Total CRCs
Alexandria/Arlington	13	15	10	38
Bay Consortium	52	71	26	149
Capital Region	314	630	170	1,114
Crater Area	240	355	76	671
Greater Peninsula	96	232	84	412
Hampton Roads	175	366	94	635
New River/Mount Rogers	60	233	92	385
Northern Virginia	106	255	240	601
Piedmont Workforce Network	21	38	8	67
Region 2000/Central Virginia	19	38	8	65
Shenandoah Valley	84	194	78	356
South Central Virginia	90	122	31	243
Southwest Virginia	16	49	18	83
West Piedmont	76	110	17	203
Western Virginia	37	85	24	146
STATE TOTAL	1,399	2,793	976	5,168

As demonstrated, the Commonwealth's CRC program is achieving great success. To sustain the progress that has been made, the VWC's budget for the program included a \$250,000 allocation of federal Workforce Investment Act funding to support the CRC initiative in FY 2010. These funds are being matched by other resources and in-kind contributions. In order to further propel the CRC initiative, it is recommended that the Commonwealth, as an employer, implement the use of the CRC as a key hiring criterion for all state agencies. If every state agency required that the CRC be one of the required qualifications for all classified staff positions, not only would it significantly enhance the visibility of the certificate, but it would also demonstrate that the VWC and General Assembly are utilizing the Governor's endorsed certificate. In addition to benefiting state agencies and institutions in their efforts to hire qualified employees, the CRC can also be used to periodically assess the skills of the current workforce and identify skill gaps that can be remedied through use of the statewide gap-training software. While several very notable employers, including Northrop Grumman, Inova Health Systems, Canon Virginia, and Wyeth Pharmaceutical, play a key role in marketing the CRC's value, one of the goals during the coming year is to persuade one of the Commonwealth's largest employers to embrace the CRC as the valuable and effective instrument that the Governor and the VWC have endorsed it to be.

VIRGINIA WORKFORCE COUNCIL
Communications Committee
Agenda Item [X.d.i.]

TITLE: Marketing the Virtual One Stop (VOS) & Employment Guides

BACKGROUND:

At the last communications committee meeting, members received a demonstration from staff on the Virginia Workforce Connection web site, more commonly known in the field as VOS. As part of an ongoing discussion to develop a workforce portal to all employment information, committee members asked for a demonstration of how the VOS covered the general employment criteria. Following the demonstration, committee members decided that the VOS adequately addressed their concerns. The discussion then turned to how to better promote the VOS through TV banner ads, theater messages, annual report. The committee tasked staff to research how the Florida system is promoted and asked for statistics on who is currently using the web site. With this information, they will structure a marketing approach to assist staff in promoting and improving the site.

Additionally, the committee continues discussion of how to market and promote the Statewide Employment Resources Guide and Quick Reference guides, as presented at an earlier committee meeting by staff.

ACTION RECOMMENDED:

There is no action recommended. This is an information item.

PREVIOUSLY REVIEWED BY:

✓ VCCS Workforce Development Services Staff

RESOURCE PERSON:

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VIRGINIA WORKFORCE COUNCIL

Old Business

Agenda Item [XI.a]

TITLE: Ex-offender Challenges to Employment

BACKGROUND:

At the Council's June 10, meeting, one of the FY2008 award recipients of WIA Statewide Funds, the SkillSource Group (Workforce Area #11) in Northern Virginia, presented a summary of its initiatives. The initiative focused on an effort to establish One-Stop Career Center within the Fairfax County Pre-Release Center, part of the largest County jail complex in the Commonwealth.

Chair Leber proposed that the subject of workforce development services for both the youth and adult offender populations and relative cost-savings be discussed further at a future meeting. As a result, staff assembled a panel consisting of: Sam Abed, Deputy Director for the Department of Juvenile Justice; Gwynne Cunningham, Director of Specialized Programs, Department of Correctional Education; and Rodney White, consultant with Circular Arc and a consumer advocate.

ACTION RECOMMENDED:

No action recommended. This is an information item.

PREVIOUSLY REVIEWED BY:

✓ VCCS Workforce Development Services Staff

RESOURCE PERSONS:

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